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CONSUMER PURCHASES OF Selected Fruits and Juices

DECEMBER 1957



CPFJ- 57

UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURE - WASHINGTON

Agricultural Marketing Service

WASHINGTON 25, D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ade's. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

February 1958

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
DECEMBER 1957

The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for :
: single months are for 4-week periods (28 days) only in order to :
: permit comparisons between periods of equal length. :
:

SUMMARY

United States household consumers purchased more frozen concentrated, chilled, and single-strength juices and ades in 4 weeks in December 1957 than a year earlier, except for single-strength grapefruit and tomato juices. Purchases of grapefruit sections also were down.

Purchases of fresh lemons increased moderately from December 1956, while buying of fresh oranges and grapefruit remained at about the same level. Purchases of tangerines, however, declined substantially.

Frozen juices, chilled juice, and ades: Consumers purchased 5.3 million gallons of frozen concentrated orange juice in 4 calendar weeks of December 1957, an increase of 8 percent over the comparable period a year earlier. About 29 percent of the Nation's families bought the product in December 1957, with purchases averaging about $7\frac{1}{2}$ cans (6-ounce) per buying family. Prices paid averaged 15.9 cents for a can of frozen orange concentrate, 0.7 cent less than in December a year earlier (table 1, figs. 4 and 5).

The 28-day December 1957 purchase volume of orange concentrate was 8 percent below the comparable 28 days in the preceding month, reflecting a decline of 2 percentage points in the proportion of families buying and a slight decline in the average quantity bought per buying family. December prices for frozen orange concentrate were up a half cent from November, continuing the advance since the low of 13.3 cents paid in June 1957.

Less than 1 percent of the Nation's families bought frozen concentrated grapefruit juice in December 1957, too small a proportion to permit analysis. Purchases of frozen concentrated juices other than orange and grapefruit totaled 576,000 gallons in December 1957, about the same as in the comparable 28 days of the preceding month, but 33 percent more than a year earlier.

Household buying of chilled orange juice in December 1957--1.8 million gallons--was 13 percent greater than in December a year earlier. The gain was associated with a larger proportion of buying families and an increase in the average quantity purchased per buying family. Consumers paid about 36 cents for a quart of chilled orange juice in December 1957, nearly the same as in December 1956.

Approximately 412,000 cases (equivalent 24 No. 2's) of canned single-strength orangeade were bought by householders in December 1957. This represented a slight increase in volume over the corresponding period in 1956, but

a somewhat greater seasonal decline from November than has occurred during the past 4 years. Prices paid for a 46-ounce can of orangeade in December 1957 averaged 27.9 cents, an advance of 0.4 cent from November, but about the same as a year earlier.

Household buying of frozen lemonade concentrate in December 1957--203,000 gallons--was up 22 percent from a year earlier. The gain reflected an increase in the proportion of families buying the product. Consumers paid an average of 12.9 cents for a 6-ounce can in December 1957, compared with 14.1 cents in December 1956.

Canned juices and fruit: Householders purchased about 1 million cases (equivalent 24 No. 2's) of canned single-strength orange juice in December 1957. While this represented a 29 percent increase over December 1956, it was, nevertheless, a substantial decline in volume from the preceding month when buying was at the highest level since early 1955. About 10 percent of the Nation's families bought canned orange juice in December 1957, compared with 8 percent in December a year earlier. Consumers paid about 31 cents for a 46-ounce can of orange juice in December, 5.5 cents less than in December 1956 (table 2, fig. 6).

The 743,000 cases (equivalent 24 No. 2's) of canned grapefruit juice bought for home use in December 1957 represented a 4 percent decrease in volume from December 1956. About 7 percent of United States families bought the product in December 1957. Consumers paid an average of 27.6 cents for a 46-ounce can in December, 0.5 cent less than a year earlier.

About 50,000 cases (equivalent 24 No. 2's) of canned single-strength lemon juice were bought by household consumers in December 1957, the largest December volume reported in this series. The increase was associated with a larger proportion of buying families, outweighing a decline in the quantity purchased per buying family. An average of 10.3 cents was paid for a $5\frac{1}{2}$ -6-ounce can of lemon juice in December 1957, 2.3 cents less than in December a year earlier.

Household purchases of prune juice in December 1957--619,000 cases equivalent 24 No. 2's--were 5 percent greater than in December 1956. Purchases averaged 2.2 quarts per buying family, reflecting a slight gain from a year earlier. Prices paid for prune juice in December averaged about 33 cents a quart, up 0.4 cent from December 1956.

United States household consumers bought 3 percent less tomato juice in December 1957 than a year earlier. Purchases totaled 1.6 million cases (equivalent 24 No. 2's), the lowest monthly volume (28 days) in more than a year. A 46-ounce can of tomato juice cost consumers 28 cents in December 1957, slightly more than a year earlier.

Householders bought about 3 million cases (equivalent 24 No. 2's) of single-strength juices other than those individually reported in December 1957, 12 percent more than in the same month a year earlier. Purchases of "other" juices comprised 43 percent of the total single-strength juices purchased in

December 1957, compared with 41 percent in December 1956. Prices paid for "other" juices in December 1957 averaged 32.5 cents for a 46-ounce can, about 2 cents more than paid for canned orange juice and 5 cents more than paid for canned grapefruit juice.

Total household purchases of canned single-strength juices in December 1957 amounted to 7 million cases (equivalent 24 No. 2's), 8 percent more than in December 1956.

Approximately 209,000 cases (480 ounces per case) of canned grapefruit sections were bought by consumers in December 1957. This represented about a 20 percent decline from both the preceding month (28-day periods) and December 1956, and was the lowest monthly volume of purchases since reporting of this product was initiated in October 1956. The decline was associated with both a decrease in the proportion of families buying and in the average quantity purchased by those families. Consumers paid an average of 19 cents for a No. 303 can, 0.4 cent more than a year earlier.

Fresh fruit: About 48 percent of the Nation's families bought fresh oranges in December 1957. Purchases averaged about 26 oranges per buying family and totaled about 3 million boxes, the same as in December 1956. Consumers paid on the average about 42 cents a dozen in December 1957, 2 cents less than in either the preceding month or a year earlier (table 3, figs. 7 and 8).

Purchases of California-Arizona and Florida oranges (1.1 and 1.3 million boxes, respectively) declined moderately from December 1956, while purchases of Texas oranges increased 62 percent (from 114,000 to 185,000 boxes). Purchases of oranges not identified as to area of production, about 500,000 boxes, were up moderately from a year earlier. About 24 percent of all families bought California-Arizona oranges during the month, averaging about 18 oranges per buying family, at a cost of 52 cents a dozen. In comparison, the 19 percent of the Nation's families purchasing Florida oranges bought an average of 29 oranges per family at 36 cents a dozen. Consumers paid an average of 29 cents a dozen for Texas oranges.

Household purchases of fresh grapefruit totaled about 1.8 million boxes in December 1956 and 1957. Purchases of Florida grapefruit--1 million boxes--were down about 10 percent and "unidentified" grapefruit were down moderately from a year earlier. On the other hand, purchases of Texas and California-Arizona grapefruit--264,000 and 201,000 boxes, respectively--were substantially greater. About one-fourth of the Nation's families bought grapefruit in December, compared with about 28 percent in December 1956. The effect of this decline, however, was offset by an increase in purchases per buying family.

Consumers paid an average of 93 cents a dozen for Florida grapefruit in December 1957 or 7 cents more than a year earlier. In contrast, prices paid for California-Arizona and Texas grapefruit, which averaged about 70 cents a dozen, were down 4.4 and 2.3 cents, respectively.

About 243,000 boxes of fresh lemons were bought by household consumers in December 1957, an increase of roughly 9 percent from December a year earlier. The increase reflected larger purchases per buying family; the proportion buying (about 17 percent) remained unchanged. Prices paid for lemons in December 1957 averaged 46.6 cents per dozen, down about 0.8 cent from December 1956.

Nearly 900,000 boxes of tangerines were purchased for home use in December 1957, down 36 percent from December a year earlier. The decline reflected a loss of 6 percentage points in the proportion of buying families as well as a moderate decrease in the number of tangerines purchased by a family during the month. Consumers paid nearly 44 cents a dozen for tangerines in December, 7.3 cents more than in December a year earlier.

Table 1.--Frozen juices, chilled juice, and concentrated ades: U. S. total consumer purchases and average price, December 1957 and 1956 (4-week period)

Commodity	Per buying family												Average price paid	
	Percentage of all families buying		Total quantity		Purchases		Quantity per purchase		Unit		1957			
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956		
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Ounces	Cents	Cents		
Frozen concentrated juices:														
Orange.....	29.3	20.9	5,288	4,896	2.1	2.1	21.4	20.6	6	15.9	16.6			
Other concentrates.....	2/	2/	576	433	2/	2/	13.6	13.7	6	18.0	18.4			
Total.....	31.9	30.7	5,936	5,399	2.3	2.3	20.3	19.6						
Chilled orange juice.....	3.5	3.3	1,786	1,579	3.3	3.3	38.6	37.8	3/32	35.9	36.1			
Concentrated ades:														
Frozen:														
Lemonade.....	2.4	1.9	203	166	1.3	1.5	16.8	14.8	6	12.9	14.1			
Shelf-pack:														
Oranzeade.....	1/	1.0	1/	87	1/	1.4	1/	15.6	6	1/	17.3			

1/ Too few purchases for analysis.

2/ Information not available.

3/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: U. S. total consumer purchases and average price, December 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956	Unit	1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Single-strength juices:											
Orange.....	9.6	7.9	1,042	810	1.6	1.7	57.8	51.3	45	30.9	36.4
Grapefruit.....	6.6	6.6	743	776	1.5	1.7	65.5	60.6	46	27.6	28.1
Lemon.....	2.3	2.0	50	47	1.2	1.3	15.3	15.5	5½	10.3	12.6
Prune.....	7.3	7.6	619	592	1.8	1.6	39.4	37.9	32	33.1	32.7
Tomato.....	16.1	16.8	1,560	1,610	1.6	1.6	54.5	53.2	46	28.0	27.8
Total 2/.....	47.1	46.0	7,047	6,552	2.5	2.6	51.6	48.0			
Single-strength orangeade.....	3.0	2.9	412	401	1.6	1.7	72.4	70.2	46	27.9	28.0
Grapefruit sections.....	4.1	5.0	209	261	1.4	1.8	36.0	34.6	2/32	19.0	18.6

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Includes other canned single-strength juices.

3/ Net weight 1 lb. (No. 303 can).

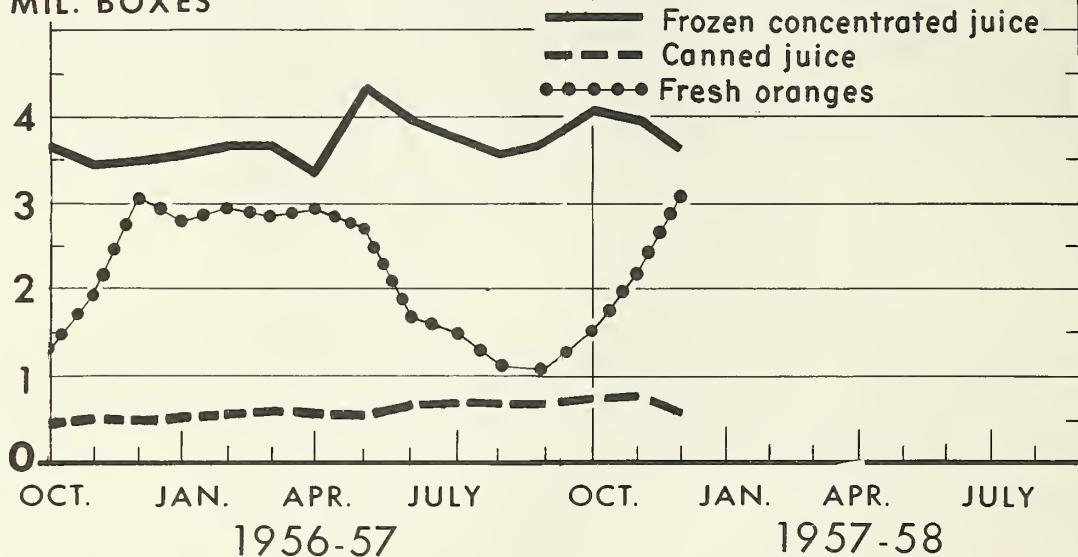
Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, December 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen		
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956	1957	1956	
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents	
Oranges:											
California-Arizona.....	24.0	24.3	1,060	1,098	1.5	1.5	11.7	12.1	51.9	49.8	
Florida.....	18.7	20.3	1,310	1,368	1.7	1.8	17.0	16.8	35.9	32.8	
Unidentified.....	10.2	10.9	484	465	1.4	1.4	14.3	13.3	40.3	39.2	
Total 1/.....	48.1	47.5	3,039	3,045	1.8	1.9	14.4	14.3	41.6	39.8	
Grapefruit:											
California-Arizona.....	2.8	3.4	201	170	1.6	1.1	6.8	6.8	69.1	73.5	
Florida.....	15.3	17.9	1,204	1,142	1.9	1.8	5.2	5.7	92.7	85.5	
Unidentified.....	7.2	8.3	336	348	1.3	1.3	5.0	5.0	87.1	86.2	
Total 1/.....	24.8	27.9	1,825	1,839	1.9	1.8	5.8	5.8	83.8	82.6	
Lemons.....	17.1	17.1	243	223	1.5	1.5	6.4	6.2	46.6	47.4	
Tangerines.....	17.5	23.8	882	1,385	1.5	1.6	11.1	12.0	43.8	36.5	

1/ Includes small purchases of Texas fruit.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES



*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

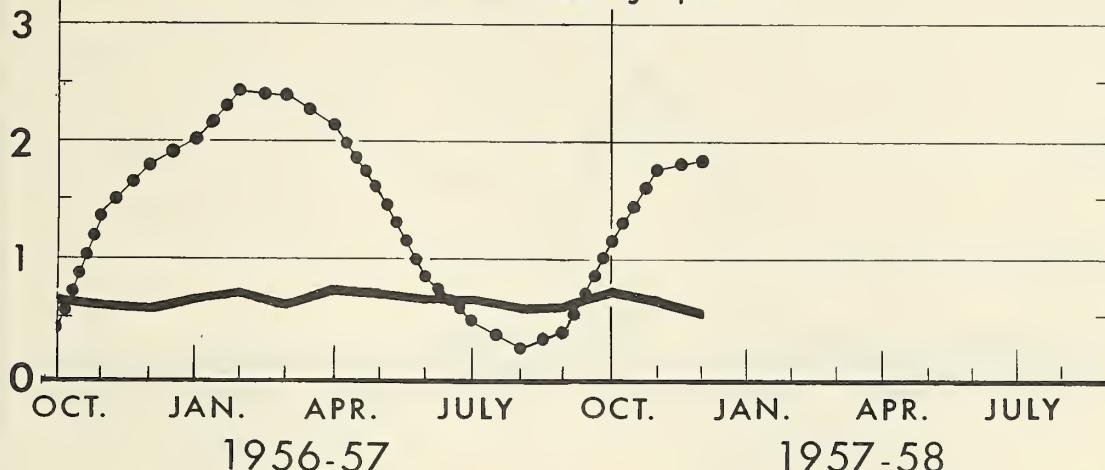
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,526	1,301	4,037	3,620	724	459	6,287	5,380
November.....	2,162	1,961	3,981	3,440	750	494	6,893	5,895
December.....	3,039	3,045	3,649	3,496	595	480	7,283	7,021
October-December 1/.....	7,343	7,068	12,557	11,360	2,218	1,558	22,118	19,986
January.....		2,772		3,531		516		6,819
February.....		2,944		3,689		566		7,199
March.....		2,870		3,664		588		7,122
October-March 1/.....		16,405		23,157		3,353		42,915
April.....		2,938		3,372		571		6,881
May.....		2,719		4,281		541		7,541
June.....		1,676		3,970		645		6,291
October-June 1/.....		24,276		35,734		5,271		65,281
July.....		1,477		3,786		690		5,953
August.....		1,129		3,590		677		5,396
September.....		1,045		3,674		681		5,400
Season 1/.....		28,193		47,640		7,482		83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*

— Canned juice
••••• Fresh grapefruit



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-58 (2) AGRICULTURAL MARKETING SERVICE

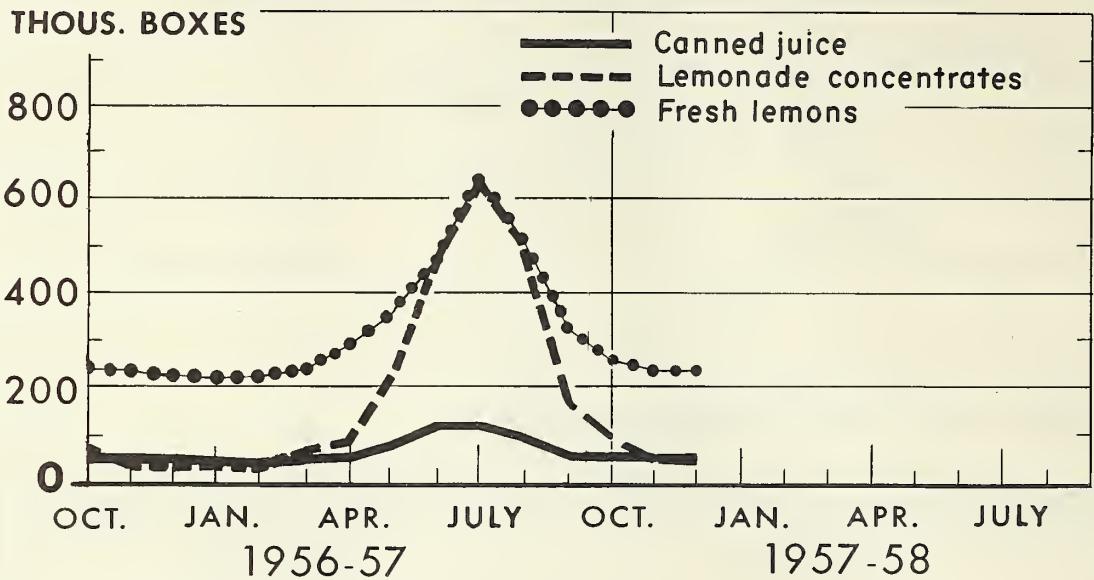
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000
November	1,152	444	715	674	1,867	1,118
December	1,726	1,359	667	620	2,393	1,979
October-December 1/	1,825	1,839	554	592	2,379	2,431
	5,146	4,076	2,099	2,663	7,245	6,739
January		2,020		673		2,693
February		2,407		716		3,123
March		2,389		608		2,997
October-March 1/		11,492		4,839		16,331
April		2,131		735		2,866
May		1,540		729		2,269
June		880		668		1,548
October-June 1/		16,359		7,118		23,477
July		477		652		1,129
August		246		605		851
September		392		605		997
Season 1/		17,510		9,122		20,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
	1957-58		1956-57		1957-58		1956-57			
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	259	248	55	53	88	74	89	75	403	376
November.....	226	232	51	44	48	31	50	32	327	308
December.....	243	223	57	50	43	35	45	36	345	309
October-December 3/.....	790	774	178	162	188	151	194	154	1,162	1,090
January.....			217	49		37		38		304
February.....			220	42		34		35		297
March.....			239	50		59		61		350
October-March 3/.....			1,508	315		291		298		2,121
April.....			285	51		77		80		416
May.....			359	70		213		216		645
June.....			472	115		471		478		1,065
October-June 3/.....			2,727	567		1,138		1,152		4,446
July.....			642	116		618		629		1,387
August.....			508	95		487		500		1,103
September.....			327	60		154		160		547
Season 3/.....			4,322	855		2,481		2,511		7,688

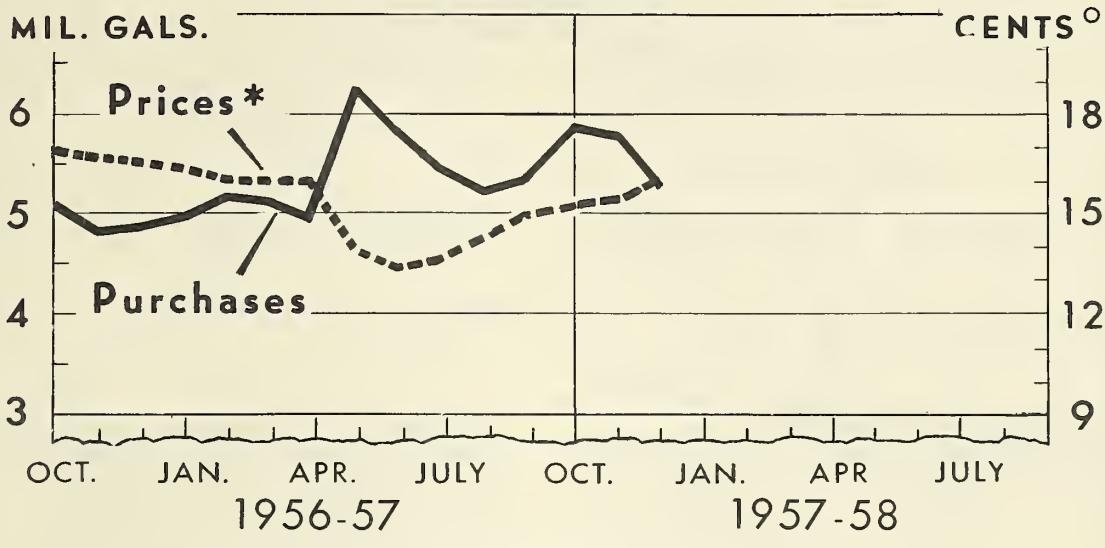
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

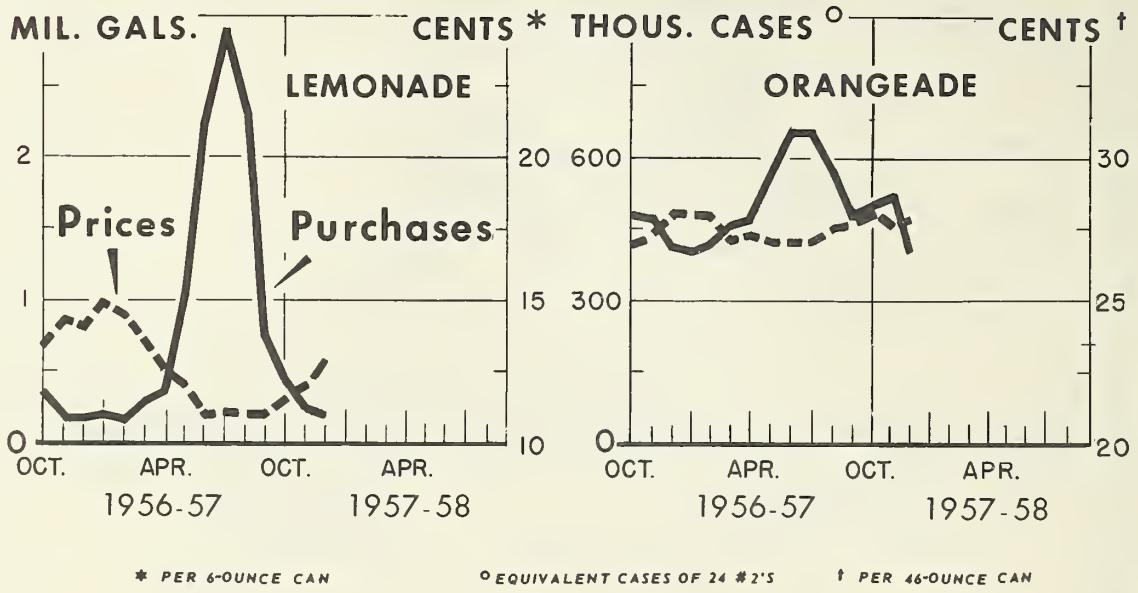
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57
October.....	1,000 gallons	1,000 gallons	Cents	Cents
November.....	5,851	5,070	15.2	17.0
December.....	5,770	4,818	15.4	16.7
October-December 1/.....	5,288	4,896	15.9	16.6
October-December 1/.....	18,198	15,911	15.5	16.8
January.....		4,945		16.3
February.....		5,166		16.0
March.....		5,132		15.9
October-March 1/.....		32,433		16.1
April.....		4,959		15.9
May.....		6,296		14.0
June.....		5,838		13.3
October-June 1/.....		50,928		14.2
July.....		5,487		13.5
August.....		5,203		14.2
September.....		5,325		14.9
Season 1/.....		60,183		14.3
.....				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

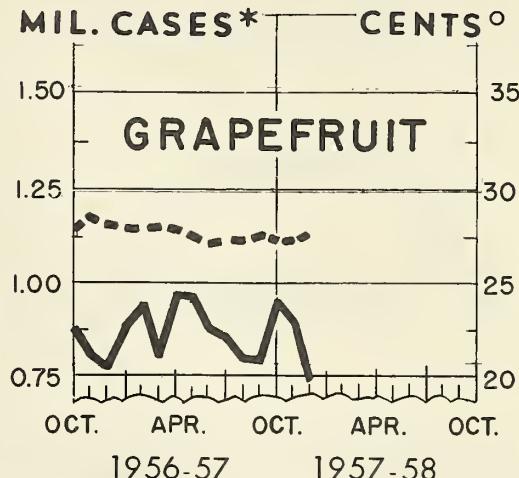
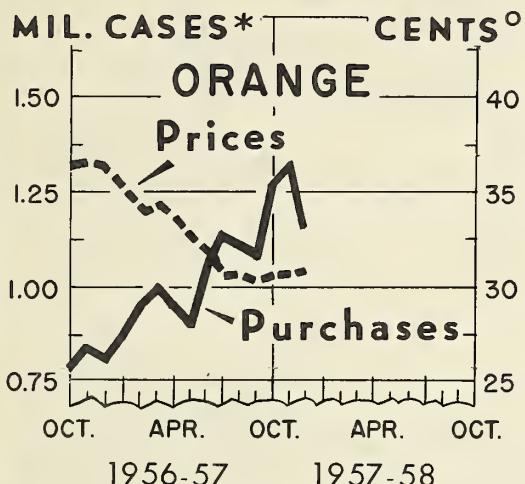
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases ^{1/}	1,000 cases ^{1/}	Cents	Cents
1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58
October.....	415	350	11.5	13.4	494	484	28.0	26.9
November.....	228	148	12.0	14.3	518	466	27.5	27.2
December.....	203	166	12.9	14.1	412	401	27.9	28.0
October-December ^{2/}	891	718	12.0	13.8	1,514	1,428	27.8	27.4
January.....		176		14.9		393		27.9
February.....		161		14.4		409		27.9
March.....		280		13.4		450		27.0
October-March ^{2/}		1,382		14.1		2,781		27.5
April.....		366		12.4		465		27.2
May.....		1,010		11.9		572		26.8
June.....		2,231		11.0		652		26.8
October-June ^{2/}		5,397		11.4		4,609		26.9
July.....		2,930		11.1		653		26.8
August.....		2,307		10.9		576		27.4
September.....		730		10.9		470		27.5
Season ^{2/}		11,764		11.0		6,463		27.1

^{1/} Equivalent cases of 24 No. 2 cans--432 ounces per case.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



* EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-58 (2) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,268	775	30.6	36.4	959	884	27.4	27.9
November	1,313	834	30.7	36.6	804	813	27.4	28.6
December	1,042	810	30.9	36.4	743	776	27.6	28.1
October-December 2/	3,885	2,631	30.8	36.4	2,814	2,663	27.5	28.2
January		871		35.0		882		27.9
February		956		34.0		939		27.9
March		993		34.4		797		28.1
October-March 2/		5,663		34.5		5,515		28.0
April		949		33.9		978		27.8
May		898		32.7		969		27.4
June		1,071		31.9		888		27.1
October-June 2/		8,849		32.8		8,545		27.5
July		1,146		30.5		854		27.4
August		1,124		30.6		793		27.3
September		1,132		30.3		793		27.6
Season 2/		12,522		30.5		11,172		27.4

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

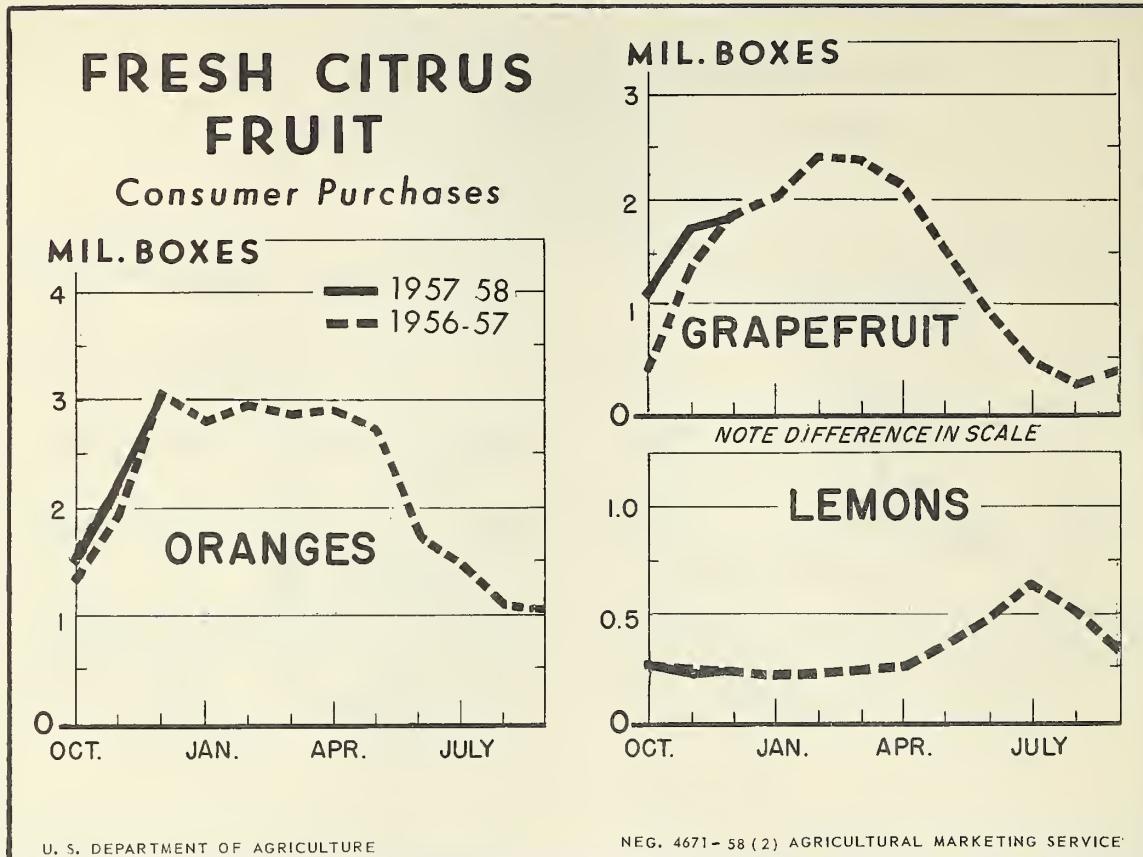


Figure 7

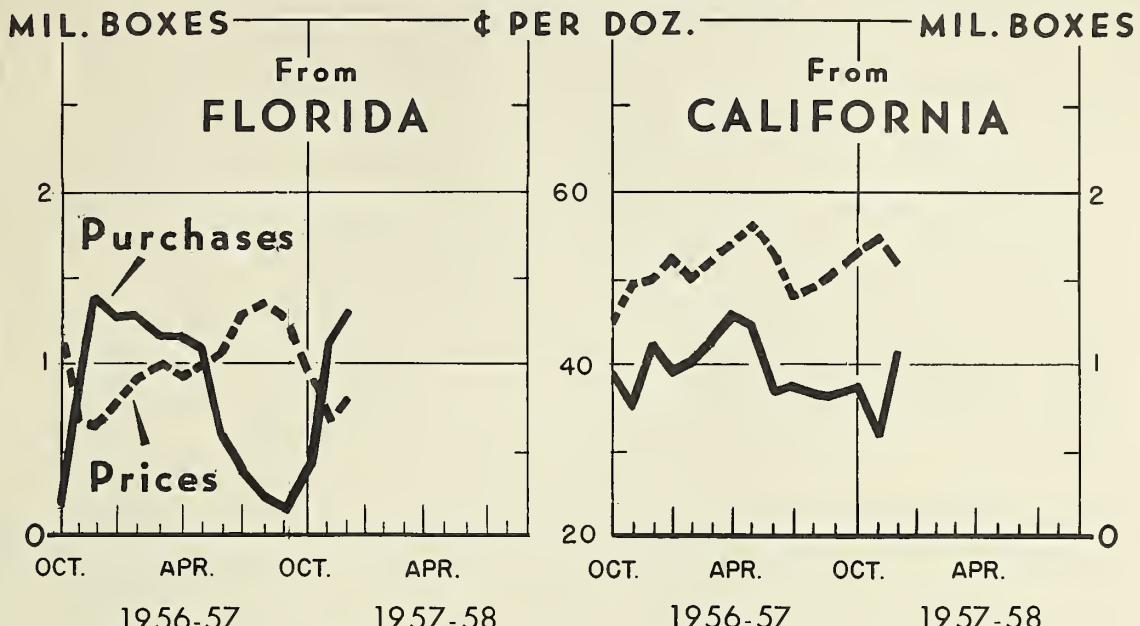
Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
1957-58					1956-57		1957-58		1956-57		1957-58	
October	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2
November	2,152	1,961	39.8	40.0	1,726	1,359	85.9	90.0	226	232	47.1	47.5
December	3,039	3,045	41.6	39.8	1,825	1,839	83.8	82.6	243	223	46.6	47.4
October-December 1/	7,343	7,068	42.1	40.8	5,146	4,076	86.1	89.1	790	774	45.9	47.0
January	2,772		41.8		2,020		80.3		217		50.1	
February	2,914		42.4		2,407		76.1		220		49.1	
March	2,870		44.8		2,389		78.7		239		46.2	
October-March 1/	10,405		43.0		11,492		78.2		1,508		48.2	
April	2,938		46.4		2,131		82.2		285		43.2	
May	2,719		48.5		1,540		90.1		359		43.3	
June	1,676		47.7		880		97.8		472		41.7	
October-June 1/	24,276		47.6		16,359		88.3		2,727		42.5	
July	1,477		46.5		477		105.5		642		40.8	
August	1,129		47.8		246		115.9		508		42.5	
September	1,045		49.3		392		109.5		327		43.6	
Season 1/	28,193		47.7		17,510		109.5		4,322		42.0	

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

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Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....	1,114	855	33.4	33.4	593	746	54.4	48.6
December.....	1,310	1,368	35.9	32.8	1,060	1,098	51.9	49.8
October-December 1/.....	3,135	2,750	35.0	34.0	2,701	3,024	53.0	48.1
January.....		1,269		35.8		978		52.4
February.....		1,294		38.2		1,024		50.6
March.....		1,168		39.8		1,126		52.0
October-March 1/.....		6,769		37.9		6,455		51.5
April.....		1,165		38.7		1,291		53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,800		39.9		10,054		54.4
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532		46.1		12,747		48.9

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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